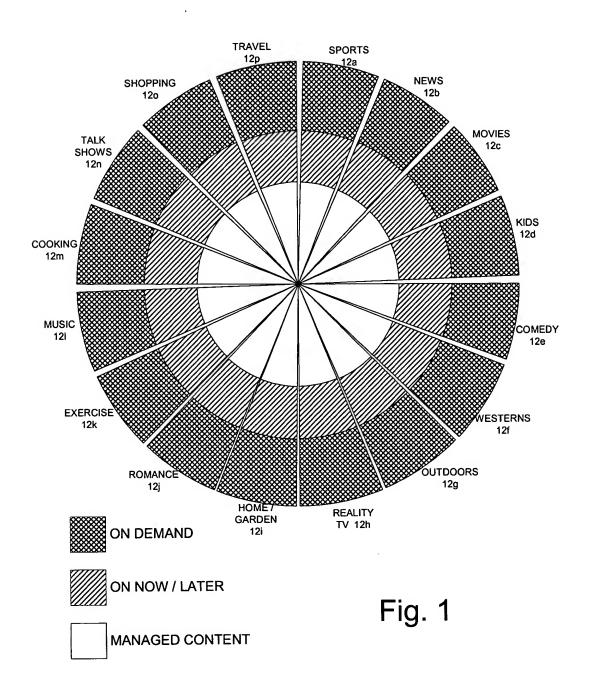
Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: System and Method For Construction, Delivery and Display of iTV Applications That Bland Programming Information of On-Demand

and Broadcast Service Offerings 1st Named Inventor: Samuel Moreau Express Mail No.: EV301791330US

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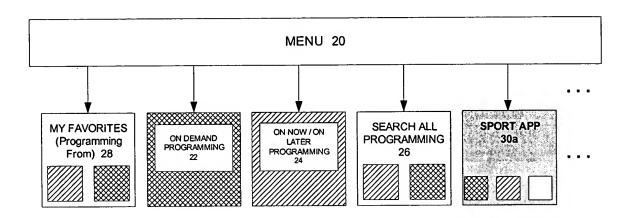


FIG. 2

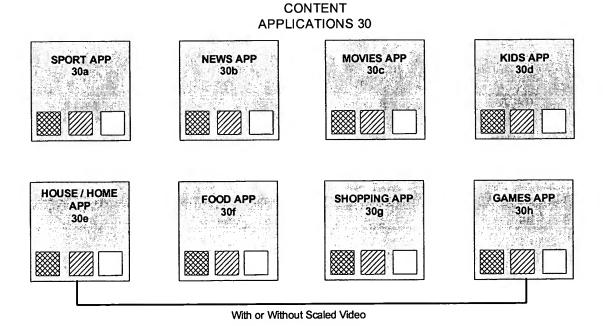


FIG. 3

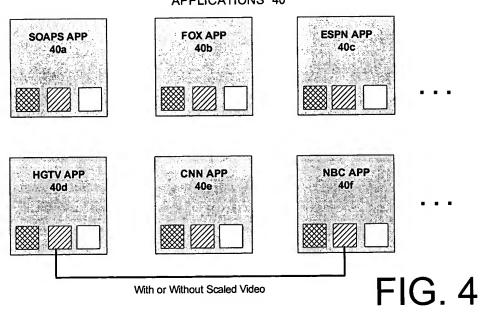
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FIG. 5

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FΧ

CONTENT TITLE 62e

User Interface Screen 60 ---BRANDING 68 BRANDING 67 SELECTED **EPISODE** Search 66 DESCRIPTION 64 TIME 69 EPISODE TITLE ON DEMAND LINK 65 DEMAND CONTENT TITLE 528 нво EPISODE TITLE CONTENT TITLE 62b QVC Episode List 63 EPISODE TITLE Scrolling List of Linear Programming CONTENT TITLE 62c SHOW EPISODE TITLE CONTENT TITLE 62d FOOD **EPISODE TITLE**

Fig. 6

EPISODE TITLE

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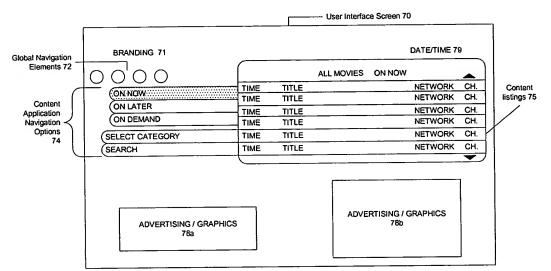


Fig. 7

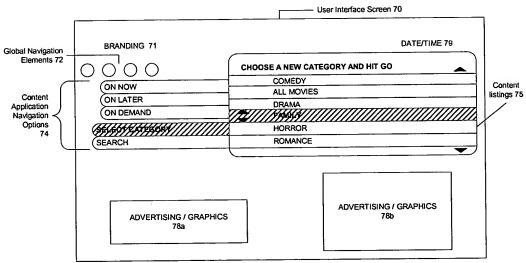


Fig. 8

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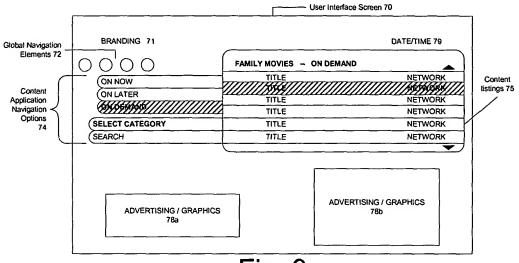


Fig. 9

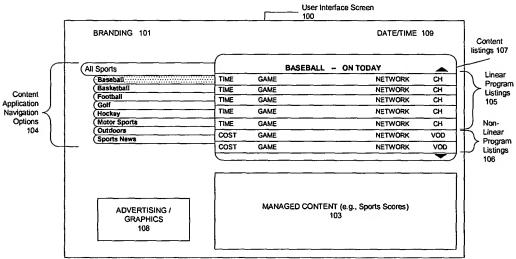


Fig. 10

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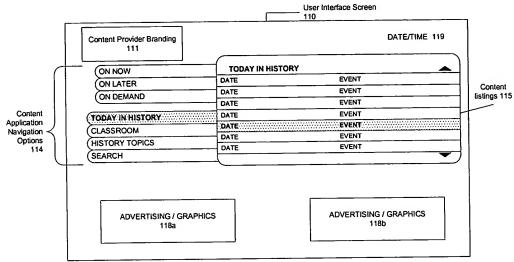


Fig. 11

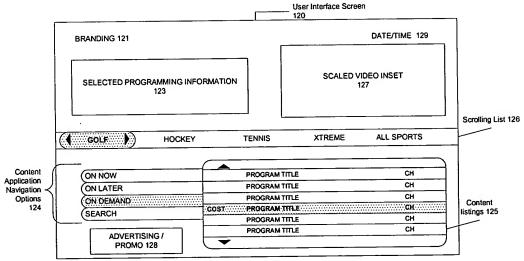


Fig. 12

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